

**Title:** Breastfeeding Staff Responsibilities

**Purpose**

To ensure Local Agencies employ or contract adequate staff so participants receive high-quality breastfeeding services while maintaining the required staff to participant ratio of 300:1 (300 participants to 1 full time equivalent (FTE)).

**Authority**

7 CFR 246.7 and 246.11

**Policy**

All staff will support breastfeeding.

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**I. State WIC Director**

- A. Articulates a vision of breastfeeding in Montana WIC to all staff and contractors.
- B. Empowers staff through training, policies and procedures to reach the vision.
- C. Allocates funding and resources for breastfeeding promotion and support.

**II. State Breastfeeding Coordinator**

- A. Coordinates Montana WIC breastfeeding efforts.
- B. Provides breastfeeding training, technical assistance, consultation and support.
- C. Identifies breastfeeding promotion methods for local programs.
- D. Develops Montana WIC breastfeeding standards.
- E. Monitors and evaluates Montana WIC breastfeeding rates and Local Agency activities.
- F. Coordinates with other state-level programs for breastfeeding promotion and support.

**III. Other State Staff**

- A. Provides breastfeeding promotion and support related to their duties.
- B. Supports a breastfeeding-friendly workplace.

**IV. Local Agency Program Director**

- A. Supports breastfeeding activities.
- B. Maintains a breastfeeding-friendly program and clinic locations.

- C. Allocates funding and resources for breastfeeding promotion and support.
- D. When possible, seeks Breastfeeding Peer Counselor Program funds or other funds to support breastfeeding activities.

**V. Local Agency Breastfeeding Coordinator**

- A. Local Agencies will have a designated Local Breastfeeding Coordinator at all times and will submit this name to the State Office.
  - 1. If the Local Breastfeeding Coordinator will be out for extended leave, an interim person will be appointed.
- B. Meets qualifications for CPA status.
- C. Has breastfeeding training and knowledge by one way of the following:
  - 1. One year of experience in counseling women about how to breastfeed successfully; and have State-approved training in lactation management.
  - 2. Be a Certified Lactation Consultant (CLC) as granted by the Center for Breastfeeding Education, or have attended comparable training in lactation management.
  - 3. Hold credentials of International Board Certified Lactation Consultant (IBCLC) as granted by the International Board of Lactation Consultant Examiners.
    - a. An IBCLC can provide specialized breastfeeding support and clinical lactation management.
- D. Completes the basic online training on the [WIC Works](#) website.
- E. Knows both State and Local breastfeeding policies.
- F. Oversees planning, implementation and evaluation of breastfeeding activities.
- G. Oversees training of all Local Agency staff on breastfeeding promotion and support.
  - 1. Incorporates task-appropriate breastfeeding promotion and support training into new staff orientation for staff directly involved with participants.
  - 2. Trains all staff to understand their role in promoting breastfeeding, regardless of their personal feelings about breastfeeding.
  - 3. Teaches assembly, use and cleaning of breast pumps.
  - 4. Teaches expression and storage of breast milk to staff (unless another person has been designated the Local Agency Pump Program Coordinator).
- H. Documents initial and on-going breastfeeding or lactation training.
  - 1. Will be maintained at the Local Agency for review.

- I. Identifies, coordinates and collaborates with community breastfeeding resources.
- J. Keeps current with the latest breastfeeding information and inform other local agency staff of new recommendations.
- K. Monitors local breastfeeding rates.

**VI. Local Agency CPA Staff**

- A. Completes a breastfeeding assessment using VENA principles and techniques.
- B. Provides appropriate education/assistance/referrals.
- C. Provides appropriate food package to the woman and infant to encourage breastfeeding with minimal supplementation.
- D. Provides education on impact of supplementation on breastfeeding.
- E. Probes for complete information as to the reason of the request for formula and provide appropriate education if necessary.
- F. Explains impact on mother's food package when formula is issued.
- G. Complete assessment of supplementation needs when formula is requested, so excess formula is not issued.

**VII. Local Agency Support Staff**

- A. Makes appropriate appointments for breastfeeding women for support and follow-up.
- B. Makes a breastfeeding supportive impression on participants calling or arriving at the clinic.